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ABSTRACT

Before launching any publications, a newly formed publishing company in New Delhi, India, surveyed its potential readership to develop a demographic overview of the community, to determine patterns and preferences of magazine use, and to develop a profile of perceived and real readership needs. A questionnaire eliciting such information was given to 200 residents of a New Delhi suburb, all English-speaking middle-class Hindus, who were married, well-read, and with bachelor's or master's degrees. The results indicated that nearly all of the respondents read one or more magazines, most acquired by subscription, with the most popular magazines being "Illustrated Weekly," various film magazines, "Reader's Digest," "India Today" (similar to "Time"), and "Femina," a magazine for homemakers. Age and gender made a significant difference in the number and types of magazines read. Women read more than men, although feminist magazines ranked low in popularity. The greatest number of magazines read was by the 25- to 32-year-old group, which preferred magazines that questioned Indian society's status quo. Although "Reader's Digest" was popular among all age groups, it was more so among those over 40. The 40- to 46-year-old age group was also strongest in readership of "Blitz," a leftist magazine. After age 47 there was considerable drop in magazine readership. The results indicated that the publishing company should study the popular magazines, examine the areas of greatest need, and pattern their publications to best meet those needs. (HTH)

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MAGAZINE USE OF MIDDLE-CLASS ENGLISH-SPEAKING INDIANS IN NEW DELHI, INDIA

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INTRODUCTION

A newly formed publishing company in New Delhi, India wanted and needed to know more about its potential readership before it launched any publications. The company invited the writer to New Delhi to direct a research project which was carried out from August through November 1979.

The publishing company knew that although only 35 to 40 percent of India's 680 million people are literate, and only about 10 percent of these read English, there is a growing demand for magazines in both English and the vernacular languages.

The purpose of the research was three-fold: 1) To develop a demographic overview of the community tested; 2) To determine patterns and preferences of magazine usage; and 3) To develop a profile of perceived and real needs.

The research included magazines and books, but this paper will only deal with the magazine aspect of the research.[1] This paper describes one segment of 200 English-speaking middle-income families in a Delhi suburb. The respondents to a questionnaire were in the upper strata of society, mostly Hindus, earning from $100 to $300 or more a month. The percapita income in India was $17 per month five years ago.[2]

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[1]This paper is based on the writer's thesis entitled Readership Survey of Middle-Class English-Speaking Indians in New Delhi, May 1980. Copies of the thesis may be obtained from Wheaton Graduate School, Wheaton, Illinois.

[2]Joseph E. Schwartzberg, ed., A Historical Atlas of South Asia (Chicago: University of Chicago Press, 1978).

RESEARCH DESIGN

This descriptive survey was limited to the capital, New Delhi, where English is spoken throughout the city. Indians and Westerners advised that one suburb, Greater Kailash--II, consisted mainly of homogeneous family units that fit the description of the target audience. The suburb contained four sections, two of which totalled 1200 houses. These two sections were chosen for the sample and the other two sections were chosen for the pretesting.

For the purposes of the survey, a housing unit was defined as a residence which had a private access. Though more than one family lived in some of the housing units, only one person was interviewed per house, and that was the person who answered the door if he or she met the predetermined requirements (could speak and read English and was 18 years of age or older).

Measuring Instrument

In collecting the data, the personal interview was chosen as the most effective and reliable method. The writer developed a preliminary questionnaire to determine the needs, values and interests of the target audience. The questionnaire consisted of five sections covering literature interests and usage, demographic data, and personal, family and religious concerns.

Many revisions were made as 13 Indians and Westerners checked the questionnaire over for cultural adaptability, sensitive wording and relevance. The writer edited the questionnaire for completeness, consistency and reliability, and condensed it greatly. (The questionnaire is presented in Appendix A.)

3.

Interviewers

To help prevent bias that a Westerner's presence might cause, the writer hired Indian young adults to conduct the interviews. Most of the interview team had lived at least one year in the area to be sampled, so they were familiar with local norms and people. During the interview training session, the questionnaire was reviewed thoroughly to make sure the interviewers understood the purpose for and meaning of each question. Procedures were explained. Interview techniques were discussed. One of them had conducted interviews under different circumstances and gave suggestions and helped build confidence in the other interviewers.

Pretesting

The pretesting was conducted in two sections of Greater Kailash-II, next to those of the sample. Throughout the pretesting, the interview team met to discuss problems they encountered in interview techniques and/or the questionnaire design. The interviewers seemed to handle situations well, and set the respondents at ease. Most of the respondents were happy to cooperate and only a few asked further details about the research. Some commented on what a good questionnaire it was, and others expressed that there surely was a need for better reading material.

During the pretesting, the male interviewers learned that when they went alone in the daytime, few women seemed to be home. However, when the interviewer paired up with another interviewer, either male or female, more women felt freer to answer their doorbells. Pretesting also showed that the best time to conduct the interviews was late

mornings, early afternoons and early evenings.

As the completed questionnaires began coming in, the homogeneity of the sample became obvious. The pretesting revealed that the families in Greater Kailash-II were English-speaking and of the middle income bracket, as anticipated. Most of them were Hindus, with a bachelor's or master's degree, married and well-read. Because of the homogeneity, it was decided that 20 rather than 30 responses would be sufficient to reveal any problems in procedures and questionnaire design. Basically the questionnaire tested out satisfactorily, but a few changes in format and question design proved necessary.[3]

Interval Sampling

Because of the assumed homogeneity of Greater Kailash-II, it was decided that a sample of 200 or 16 percent would be large enough to give a representative picture of the total universe within measurable error limits. A statistical error of 5 percent would be tolerated and a 95 percent confidence level was desired. To achieve this, a total of 196 samples needed to be completed. Every sixth house or interval would render a sample of 200.[4]

Once the questionnaire was finally revised based on the pretesting, the major sampling began.

VALIDITY ANALYSIS

Before examining the findings of the sample in Greater Kailash-II,

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[3]Details of the problems and procedures are covered in the complete thesis.

[4]James F. Engel, How Can I Get Them to Listen? (Grand Rapids, Michigan: Zondervan Publishing House, 1977), p. 52.

the questionnaire's validity was tested by comparing two samples and by cross-tabulations of the major sample. The most important results of these two tests appear in this section under Comparison of Two Samples, and Significant Cross-Tabulations.[5]

Comparison of Two Samples

To test the questionnaire's validity, a smaller sample was taken from a nearby suburb called Defence Colony which Indians thought to be similar to the target area of Greater Kailash-II. The results from the two suburbs were compared to evaluate the validity of the larger sample.

Criterion-related validity was evaluated using a measure of association to indicate agreement between measures in Greater Kailash-II (n--200) and Defence Colony (n--50).

Most of the measures had high and statistically significant relationships (less than five percent probability of happenchance). Thus, it is acceptable to infer criterion-related validity for most measures.

Significant Cross-Tabulations

Cross-tabulations were drawn on many of the variables to find which were significant, using the standard statistical chi-square test.[6] A chi-square test showed that both age and gender made a significant difference in magazine preference, but in another test,

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[5]Credit for the validity analysis belongs to Dr. Bruce L. Cook, research director of the David C. Cook Foundation.

[6]A test was considered significant if the probability of chance occurrence was less than 5 percent.

gender made no significant difference in whether or not the respondents felt accepted and needed by close friends. Significant chi-square test results are covered in the next Data Analysis section where the particular subject is discussed.

DATA ANALYSIS

Once the questionnaires were completed, the data was transferred onto code sheets and later key punched and processed by computer. This section explains magazine readership in the middle-class suburb of Greater Kailash-II, considering preferences, purchasing, and satisfaction. It also includes significant results of responses to the "Needs" section of the questionnaire.

Magazine Preferences

Nearly every respondent indicated that he or she read one or more magazines regularly. The most popular magazine was Illustrated Weekly with 57 percent readership. This magazine carries a full-color cover with black and white used in most of the remainder of the pages. Edited by popular Indian novelist Kushwant Singh, the magazine features current issues and human interest stories, short fiction stories, a horoscope page, plus several sections geared to the homemaker. (See Table 1)

The next four most popular magazines were various film magazines (50 percent), Reader's Digest (48 percent), India Today (44 percent) and Femina (43 percent).

India Today is a news magazine similar in style and design to the Stateside Time magazine. Reader's Digest closely resembles the

U.S. version, and Femina is a biweekly geared to young and middle-aged homemakers. The editors of Femina were all female at the time the research was conducted. A female editorial staff may not seem unusual to a North American; however, few Indian women leave their traditional roles of housewife and mother to enter the professional field. Those who do usually go into teaching, medical work, or various forms of secretarial/receptionist work. Writing is not yet considered an acceptable field for Indian women to enter.[6]

It is not surprising that film magazines are popular because India's biggest form of entertainment are cinemas.

Gender Cross-Tabulations. A chi-square test revealed that gender made a significant difference in both number and types of magazines read.

The most popular magazine among the women of this sample was Femina with 65 percent readership. Also, 55 percent of the women read film magazines, 56 percent read Reader's Digest, and 59 percent read Illustrated Weekly.

Of the men, 55 percent read Illustrated Weekly and 46 percent read India Today. Also, of the men, 37 percent read Reader's Digest and 31 percent read film magazines. (See Table 2)

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[6] In a recent article "Attitude Towards Women Writers and Women's Self-Image," Bengali writer Dr. Nabaneeta Dev Sen wrote: "'Woman writer'--the very term itself smells of raw amateurish efforts. But if we stop to think for a moment, only a few decades ago the prestige of literary monthlies in Bengal depended heavily on the regular contribution of women writers--in the form of serialized novels. Yet, we cannot think of women as professional writers. Any type of serious intellectual activity in woman still remains within the general area of extra-curricular activities, no matter how serious and how successful you might be in it. The curriculum is, of course, house keeping! . . . The problems of the woman writer is not a problem separate from that of the professional woman in India. It is only a specific aspect of it." Role and Status of Women in Indian Society, p. 116, 119.

Since the number of respondents who read the sports section in newspapers was high (62 percent), it seemed likely that a good number would also read Sportsweek. But only 21 percent of the men and 14 percent of the women said they read that magazine. Perhaps they could not afford such a specialized magazine, or it may not have been readily available on the newsstands.

Responses to another section of the questionnaire indicated a fairly high level of frustration among the women (discussed under "Needs--Personal and Family"). Therefore it is surprising that a low percentage of the women indicated they read magazines that dealt with women's rights. The low response may have been because the magazines such as Eve's Weekly, Manushi and Women's Era were not listed in the questionnaire, so they had to be write-in responses. These magazines are geared more for the professional woman and those who want to break out of what they consider to be a tight role imposed on them by society. The editor of Eve's Weekly told the writer that one of the goals of the magazine was to encourage women in their pursuit of a different lifestyle, if that was their desire. She was frustrated that Indian women's only option in life was to marry and bear children, as she put it. She did not see that as wrong in itself, but felt the women should have more of a choice in the matter than Indian society allows.

Age Cross-Tabulations. A chi-square test revealed that age made a significant difference in types of magazines read. The 18-to-24 year olds were highest in percentages of those who read film magazines (60 percent), comics (24 percent) and Sportsweek (28 percent). (See Table 2)

Those in the 25 to 32 age bracket read the greatest number of

magazines. More than any other grouping, they preferred magazines that questioned the status quo such as Sunday, New Delhi, Surya, Span, the Capitalist, Eve's Weekly and Woman's Era. The young adults were also higher than the other age groups in readership of India Today and Home Life, a magazine for homemakers.

The 90-page New Delhi features articles from politics to sports, religion and ecology. The November 1979 issue also carried a two-page story of Sophia Loren entitled, "Still Sexy at 44." Her almost nude body seems out of character for a country that bans the import of Playboy (true in 1979), and that keeps its women well covered.

In a slightly different slant, Woman's Era seems to encourage women's betterment, but in a more culturally acceptable way. A plug for contributions to the magazine indicated what the 148-page magazine is about: "Woman's Era invites short stories that are purposeful as well as entertaining; articles on problems concerning women as well as on political and social issues, science, medicine, history, sociology, crime, etc.; recipes, dress designs, cartoons, poems and satires." The Nomember 1979 lead article "Is There No Room at the Top for Woman?" aptly dealt with why so few women make it into executive positions.

Next to the youngest age bracket, the 33 to 39 age group was highest in number of magazines read. They preferred Illustrated Weekly and Femina.

The greatest percentage of readership for Reader's Digest and Blitz, a leftist magazine, was in the 40 to 46 age group. These respondents were also only one percent lower than the youngest age group in readership of comics. Interest in Sportsweek magazine disappeared at this age level.

There was a considerable drop in magazine readership after age 47. Therefore, the three highest age groups (47 and above) were categorized as one in the table. The older respondents liked Illustrated Weekly, Reader's Digest, India Today, film magazines and Time, in that order.

How Magazines Are Acquired

The largest percentage of the sample (72 percent) subscribe to their magazines, while 38 percent purchase theirs at bookstalls. Almost 18 percent read the library copies and 12 percent borrowed from a friend. (See Table 3)

Magazine prices vary from about 25¢ for Femina to about 30¢ for India Today and 75¢ for the Captialist. The higher price of the Capitalist may account for its low readership, plus the fact that it considers itself as "Delhi's Own City Magazine," thus narrowing its readership.

Readership Satisfaction

Of the total sample, 74 percent said they were satisfied with magazine and newspaper content.[7] This question of readership satisfaction should have been in two parts: newspapers and magazines, because many people may have been satisfied with one and not the other. (See Table 4)

Of the 27 respondents who checked a reason for their dissatis-

[7] In an interview with the editor of India Today, Mr. Chhotu Karadia told the writer that most of the Indian people do not question the status quo. Karadia was concerned that the Indian people are not asking questions and have not for the past 30 years, since India gained her independence from Great Britain.

faction with newspaper and magazine content, 52 percent said the main reason was inadequate coverage. Thirty-three percent felt the writing was biased, and 7 percent said it was dull and censored. (See Table 5)

Needs--Personal and Family

One section of the questionnaire dealt with personal and family needs. The responses to the personal needs questions revealed that most of the people in the sample were satisfied with life, with themselves, and had few worries. However, the one-third who seemed dissatisfied were housewives.

The family needs section revealed that the three main problem areas in marriage were money and finances, in-laws, and male-female responsibilities in the home and society, in that order.

About half the women and one-fourth of the men believed that dowry or the giving of gifts at a marriage, especially on the part of the bride's family, was a problem. Even though this practice has been ruled illegal by the government, the practice is on the increase, according to some Indian sources. Only one-third of the respondents said that sexual relations was a problem in Indian marriages, and the male responses were slightly higher than the female to this question.

Most of the respondents felt that young people should be able to choose a marriage partner, although over 90 percent of India's marriages are still arranged by the families.[8]

One-third of the sample said that the care and discipline of children were problems in Indian marriages. Regarding what training

[8] R.O. Bradley, "India's Printing Industry Has Great Potential," World-Wide Printer, Vol. 2, No. 6, November-December 1979, p. 10.

parents would like for their children, 35 percent said technical or vocational and 25 percent said studies abroad.

Probably the one most relevant finding in the Needs sections was the dissatisfaction of about one-third of the housewives. Although not tested, it is possible that women's frustrations would influence their preferences in magazines and subject matter.

Summary of Findings

Nearly all of the respondents read one or more magazines, and most of the magazines were acquired by subscription. The most popular magazines were Illustrated Weekly, film magazines, Reader's Digest, India Today and Femina, in that order.

Age and gender made a significant difference in number and types of magazines read, according to a chi square test. The women read more than the men. Their favorite magazine was Femina, a magazine geared to the young and middle-aged homemaker. The women also preferred film magazines, Reader's Digest, and Illustrated Weekly, in that order. Feminist magazines ranked low among the sample. Few women said they read Sportsweek, although a high percentage of the women read the sports section of the newspaper.

Among the men, the most popular magazines were Illustrated Weekly and India Today.

The 18-to-24 year-olds preferred film magazines, comics and Sportsweek, in that order. The greatest number of magazines read was by the 25-to-32 year olds. More than any other age group, they preferred magazines that questioned the status quo.

The 33 to 39 age group preferred Illustrated Weekly, Femina

and Sarita. Although Reader's Digest was popular among all age groups, it was more so among those over 40. The 40 to 46 age group was also strongest in readership of Blitz, a leftist magazine. After age 47 there was a considerable drop in magazine readership.

In the Needs section, most of the sample seemed to be satisfied with themselves and life, but the one-third who were not satisfied were housewives.

CONCLUSION

The findings of this research help show what was important to each age group and gender in the Greater Kailash-II sample. The writer recommended to the publishing company that they study the popular magazines to see why they are liked. Another recommendation was that the publisher look closely at the areas of greatest need indicated by the respondents, and determine how the magazine and other literature could best meet those needs.

This small-scale research was meant to help one particular Delhi-based publishing company with their planning and publishing program. However, the study can serve as a useful guide for further research projects, which need to be conducted elsewhere in New Delhi and in other Indian cities. Such research would help the writer, publisher, editor and marketing specialist to have a clearer picture of who their readers are and their interests. It is encouraging to see publishing companies such as the one that instigated this research wanting to know more about the interests and needs of its consumers.

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TABLE 1

Magazines Read

Magazines	No.	%
Illustrated Weekly	114	57.0
Film Magazines	100	50.0
Reader's Digest	95	47.5
India Today	88	44.0
Femina	86	43.0
Blitz	45	22.5
Time	43	21.5
Comics	37	18.5
Sunday	35	17.5
Sportsweek	34	17.0
Newsweek	29	14.5
Surya	24	12.0
New Delhi	16	8.0
Span	13	6.5
Eve's Weekly	9	4.5
Sarita	7	3.5
Home Life	6	3.0
Science Today	5	2.5
The Capitalist	4	2.0
Women's Era	1	.5
No response	60	30.0

TABLE 2

Magazine Readership by Gender and Age

Magazines Read	Gender				Age									
	Male		Female		18-24		25-32		33-39		40-46		47 & Over	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Illustrated Weekly	49	55.0	65	58.5	27	46.5	30	57.0	30	71.0	14	64.0	13	54.0
Film Magazines	28	31.0	72	65.0	35	60.0	26	49.0	21	50.0	8	36.0	10	42.0
Reader's Digest	33	37.0	62	56.0	22	38.0	27	51.0	20	48.0	13	54.0	13	54.0
India Today	41	46.0	47	42.0	23	40.0	29	55.0	17	40.0	8	36.0	10	42.0
Femina	14	16.0	72	65.0	22	38.0	22	41.5	26	62.0	11	50.0	5	21.0
Blitz	26	29.0	19	17.0	14	24.0	11	21.0	8	19.0	7	32.0	5	21.0
Time	24	27.0	19	17.0	12	21.0	11	21.0	6	14.0	6	27.0	8	33.0
Comics	11	12.0	26	23.0	14	24.0	11	21.0	6	14.0	5	23.0	1	4.0
Sunday	16	18.0	19	17.0	8	14.0	14	26.0	4	9.5	3	14.0	5	21.0
Sportsweek	19	21.0	15	13.5	16	27.5	10	19.0	7	17.0	0	0	0	0
Newsweek	17	19.0	12	11.0	6	10.0	9	17.0	7	17.0	3	14.0	4	17.0
Surya	11	12.0	13	12.0	4	7.0	10	19.0	4	9.5	2	9.0	4	17.0
New Delhi	3	3.0	13	12.0	3	5.0	8	15.0	2	5.0	2	9.0	1	4.0
Span	6	7.0	7	6.0	2	3.0	7	13.0	2	5.0	0	0	2	8.0
Eve's Weekly	2	2.0	7	6.0	2	3.0	5	9.0	0	0	1	4.5	1	4.0
Sarita	3	3.0	4	4.0	1	2.0	2	4.0	2	5.0	1	4.5	1	4.0
Home Life	0	0	6	5.0	2	3.0	3	6.0	0	0	1	4.5	0	0
Science Today	3	3.0	2	2.0	1	2.0	0	0	2	5.0	0	0	2	8.0
The Capitalist	2	2.0	2	2.0	0	0	4	7.5	0	0	0	0	0	0
Women's Era	1	1.0	0	0	0	0	1	2.0	0	0	0	0	0	0

TABLE 3

How Magazines Are Acquired

	No.	%
Subscribe	144	72.0
Bookstalls	76	38.0
Library	35	17.5
Friend	23	11.5
Office	4	2.0
No response	3	1.5

TABLE 4

Satisfaction With Magazine And Newspaper Content

	No.	%
Yes	148	74.0
No	37	18.5
No response	15	7.5
Total	200	100.0

TABLE 5

Reasons For Dissatisfaction With Magazine And Newspaper Content

	No.	%
Inadequate Coverage	14	52.0
Biased	9	33.0
Dull	2	7.5
Censored	2	7.5
Total	27	100.0

APPENDIX A. Research Questionnaire

PUBLIC OPINION QUESTIONNAIRE

Conducted by SELECT BOOKS, New Delhi

SELECT BOOKS is a publishing concern, interested in improving the quality of reading material that is available to people such as yourself. To do this, we want to find out what people in New Delhi are especially interested in and concerned about. Will you help us by taking a few minutes to fill out this questionnaire? We want to keep these responses anonymous so please do not write your name down. Your name will not be identified with your response in any way. Thank you for your time to help us produce books for better living.

SECTION I

Literature and Leisure Time: Your answers to the following questions will give us an idea of people's use of the literature that is available in India and how we can help provide the kind of literature they would like to read. Please tick your responses in the space provided.

EXAMPLE: What is your sex? a) ✓ male b) ___ female

1. Which newspapers do you read regularly?

a) 74% The Hindustan Times b) 2% Tribune c) 16% The Statesman
d) 36% Times of India e) 2% Patriot f) ___ other (specify) _____
g) 11% Indian Express h) 2% Organiser

2. Which sections of the newspaper do you read regularly?

a) 69% local news b) 62% sports c) 27% business
d) 62% national news e) 40% editorial f) 7% matrimonial
g) 54% international news h) 49% film ads i) 41% politics
j) 24% feature sections k) ___ other (specify) _____

3. Which magazines do you read regularly?

a) 57% India Today b) 12% Surya c) 57% Illustrated Weekly
d) 23% Blitz e) 7% Span f) 3% Home Life
g) 6% New Delhi h) 22% Time i) 2% The Capitalist
j) 17% Sportsweek k) 43% Femina l) 48% Readers Digest
m) ___ Stardust* n) 18% Sunday o) ___ Star & Stylo
p) 15% Newsweek q) 19% Comics r) ___ other (specify) _____

4. How do you get magazines?

a) 72% subscribe b) 18% library c) ___ other (specify) _____
d) 38% bookstalls e) 12% friend

5. Do you feel satisfied with the subject matter of most newspapers and magazines?

a) 74% yes b) 19% no
If not, why not? Inadequate coverage 52%; Biased 33%; Censored 6%

6. What types of books do you read?

a) 75% fiction b) 48% non-fiction c) 1% none

7. What types of fiction do you read?

a) 55% social b) 43% romantic c) 59% detective
d) 36% historic e) 21% science f) ___ other (specify) _____

8. What types of non-fiction do you read?

a) 18% biography b) 19% history c) 17% drama d) 14% poetry
e) 8% technology f) 21% politics g) 15% travel h) 13% science
i) 10% home economics j) 18% religion k) ___ other (specify) ___
_____

*Film magazines Stardust, Star and Style and Film Fare were grouped; 50 percent of the respondents said they read one or more of these magazines.

APPENDIX A. (continued)

9. What purpose do you have in reading books?

a) 67% pleasure b) 39% to pass time c) 49% information
d) 24% improve my skills e) ___ other (specify) _____

10. What attracts you to a book?

a) 24% title b) 10% cover c) 5% blurb
d) 6% subject matter e) 51% author

11. What authors do you prefer?

a) 57% Indian b) 67% Western c) ___ other (specify) _____

12. What language(s) do you prefer to read?

a) 39% Hindi b) 92% English c) ___ other (specify) _____

13. Would you spend money for supplementary books, other than textbooks, to improve your child's results in school?

a) 67% yes b) 6% no c) 13% don't know

14. Have you used a library in Delhi in the past six months?

a) 36% yes b) 63% no

15. What subject matter would you like to see more books written on?

a) 19% romance b) 38% child discipline c) 4% Islam
d) 17% medicine e) 25% how-to-do-it f) 38% education
g) 13% Hinduism h) 15% philosophy i) 21% politics
j) 15% economics k) 3% Christianity l) 9% death & dying
m) 13% astrology n) 17% marriage o) 46% better living
p) ___ other (specify) _____

SECTION II

Statistical data: Your answers to the following questions will help give us an idea of the make-up of people of New Delhi.

1. What is your age?

a) 29% 18-24 b) 26% 25-32 c) 21% 33-39 d) 11% 40-46
e) 4% 47-53 f) 4% 54-60 g) 3% 61-67 h) 2% 68 and above

2. What is your sex?

a) 45% male b) 55 female

3. What is your marital status?

a) 27% single b) 73% married c) 0 widowed d) ___ other

4. What is your job?

a) 11% businessman b) 22% student
c) 0 factory workers d) 13% professional (specify) _____
e) 0 shopkeeper f) 4% government worker (specify) _____
g) 41% housewife h) ___ other (specify) _____

5. What is your monthly income, including rent allowance?

a) 0% under Rs 1000 b) 9% Rs 1001-1500 c) 7% Rs 1501-2000
d) 17% Rs 2001-2500 e) 29% Rs 2500 or above (Note: 31% did not respond to the question)

6. What is your highest educational qualifications?

a) 9% 10th pass b) 12% intermediate c) 54% BA, BSc, LLB
d) 19% MA, MSc, MBBS e) 1% PhD f) ___ other (specify) _____

7. What subject is your degree in?

a) 55% arts b) 17% science c) 8% engineering
d) 6% medicine e) ___ other (specify) _____

APPENDIX A. (continued)

8. If you attend cinemas, how many do you see a month in English? 69%.
How many do you see a month in Hindi? 83%
How many a month in another language? 6%
What language? _____

9. What types of entertainment do you enjoy?
a) 73% movies b) 44% plays c) 59% television d) 39% sports
e) 28% classical performances f) ___ others (specify) _____

SECTION III

Concerns: The following questions will allow you to express what areas of your life are of special concern to you, and in what areas you feel you have needs. Please tick what you feel is the most appropriate square.

	STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE	STRONGLY DISAGREE
1. I believe I am doing the work I am best suited for.	25%	58%	6%	10%	3%
2. I feel accepted and needed by my close friends.	24%	59%	14%	2%	2%
3. We make enough money to live comfortably on.	19%	67%	3%	8%	3%
4. I feel I have a real purpose in my life.	20%	51%	22%	5%	1%
5. I believe that the moral standards of our society are on the decline.	43%	35%	9%	6%	3%
6. I am afraid of death.	3%	19%	19%	41%	19%
7. I feel I have complete control over the eventsof my life.	9%	33%	20%	31%	7%
8. I believe the horoscope accurately predicts my future.	4%	17%	22%	35%	22%

SECTION IV

Family concerns: This section will help us to understand what marriage and family related concerns are especially important to you and to other people in New Delhi.

1. If you had a child who did well in school, what training would you like him/her to get?
a) 10% college b) 35% technical or vocational
c) 11% postgraduate studies d) 27% studies abroad
e) ___ other (specify) _____

2. Tick the three main areas in which a marriage may have problems.
a) 41% male or female responsibilities in the home and in society.
b) 32% careand discipline of the children.
c) 56% money and finances
d) 32% sexual relationship
e) 45% in-law problems
f) 38% dowry
g) ___ otner (specify) _____

APPENDIX A. (continued)

8. If you attend cinemas, how many do you see a month in English? 69%
   How many do you see a month in Hindi? 83%
   How many a month in another language? 6%
   What language? _____

9. What types of entertainment do you enjoy?
   a) 73% movies b) 44% plays c) 59% television d) 39% sports
   e) 28% classical performances f) ___ others (specify) _____

SECTION III

Concerns: The following questions will allow you to express what areas of your life are of special concern to you, and in what areas you feel you have needs. Please tick what you feel is the most appropriate square.

	STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE	STRONGLY DISAGREE
1. I believe I am doing the work I am best suited for.	25%	58%	6%	10%	3%
2. I feel accepted and needed by my close friends.	24%	59%	14%	2%	2%
3. We make enough money to live comfortably on.	19%	67%	3%	8%	3%
4. I feel I have a real purpose in my life.	20%	51%	22%	5%	1%
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8. I believe the horoscope accurately predicts my future.	4%	17%	22%	35%	22%

SECTION IV

Family concerns: This section will help us to understand what marriage and family related concerns are especially important to you and to other people in New Delhi.

1. If you had a child who did well in school, what training would you like him/her to get?
   a) 10% college b) 35% technical or vocational
   c) 11% postgraduate studies d) 23% studies abroad
   e) ___ other (specify) _____

2. Tick the three main areas in which a marriage may have problems.
   a) 43% male or female responsibilities in the home and in society.
   b) 32% careand discipline of the children.
   c) 55% money and finances
   d) 32% sexual relationship
   e) 45% in-law problems
   f) 38% dowry
   g) ___ otner (specify) _____

APPENDIX A. (continued)

	STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE	STRONGLY DISAGREE
3. a) I feel there is a need for books to help with marriage problems and child care.	27%	43%	9%	11%	1%
b) I think the dowry system is good.	1%	2%	3%	33%	53%
c) I think a young person should be able to choose his or her marriage partner.	33%	46%	4%	9%	1%

SECTION V

Religion and reality: The following questions are designed to find out what your beliefs are concerning religion and what religious behaviour you engage in.

1. I believe in:
   a) 69% one supreme being b) 10% many deities c) 18% no religion
   d) ___other (specify) _____

2. Is there a holy place that you visit regularly and feel very much part of?
   a) 46% yes b) 52% no

3. How often do you have religious worship in your home?
   a) 42% daily b) 5% once a week c) 3% once a month
   d) 33% occasionally e) 17% never

4. My religion is relevant to my daily life.
   a) 30% definitely agree b) 36% agree c) 15% don't know
   d) 7% disagree e) 10% definitely disagree

5. What is your religion?
   a) 73% Hinduism b) 1% Islam c) 0 Buddhism
   d) 4% Christianity e) 14% Sikhism f) 1% Jainism
   g) 2% none h) ___other (specify) _____

6. Are you interested in what other religions teach?
   a) 72% yes b) 20% no c) 5% don't know

7. If so, which other religions?
   a) 16% Buddhism b) 33% Islam c) 26% Hinduism
   d) 48% Christianity e) 22% Jainism f) ___other (specify) _____

8. What do you think comes following death? Don't know 52%; Rebirth 21%; Nothing 19%; Life 3%; Salvation 1%

9. What is the most important thing in the world to you? Family 16%; Myself/Life 15%; Success 10%; Peace 9%; Religion/God 8%; Concern for People 8%; Friends 4%